Book Review

Kover, Papajorgji, and Moskowitz's book "Applying Mind Genomics to Social Sciences" is a new addition to a series of books using quantitative approaches to understand and explain political and social phenomena.

Mind genomics is a new technology representing the next level of apprehension of human behavior. It seeks to comprehend what drives consumers and people in their daily decision-making. It offers solutions where surveys and focus groups are inadequate tools to help us better understand how people feel and how they will behave in a particular situation. Mind genomics also seeks to simultaneously understand emotional and rational drivers in social behavior, what motivates people and what does not, and how to react to stimuli in a given situation.

Previous separate studies by the authors P. Papajorgji, A. Kover, and H. Moskowitz have already contributed a great deal to our understanding of this new epistemology and methodology. This understanding has practical implications that are relevant to a wide range of fields, from the food industry to legal services. The present book, while giving an overview of those findings, pushes the boundaries further by opening new avenues of mind genomics in social and political sciences, demonstrating its relevance and applicability in various fields.

Mind Genomics sides with the hypotheses-free paradigm and seeks to offer a better and more dynamic study of the independent-dependent variable relationship. Its experimental design allows us to relate the presence and absence of the different elements, while the findings tend to quantify the individual and collective experiences. Therefore, while allowing for a more encapsulating method that works well with big data, it offers a more nuanced view of the complex societal and political reality. Furthermore, it helps companies to be more successful and competitive by sharpening their innovation edge.

Among many empirical studies that the actual book offers, particularly of interest is the focus on elements such as the decline of America, particularly under the presidency of Donald Trump (2017-2021), which it seeks to dissect, analyze, and comprehend in order to understand voters' reactions, supporters' mobilization, as well as the waves of antipathy or anger that were present at a broad swath of territory and belonged to large segments of the population. Or, for that matter, understanding the storming of the United States Capitol in January 2021. On the other hand, it offers prescient insights into who runs America and how different classes, ethnicities, ages, or income clusters perceive that. Overall, the book offers a combination of rich data with a new methodological approach and fresh analytical insights, which helps us better grasp and understand the complex reality of American society at present and trends toward the new future.

Researchers and academics in various disciplines will find this book invaluable. It significantly contributes to the academic community and offers much-needed value to the ongoing research in the multidisciplinary field of mind genomics. The book's potential to enhance university libraries and contribute to ongoing research underscores its academic value. Doctorate and post-doctoral candidates who are genuinely interested in this developing topic may also find the manuscript to be very helpful. Developing mind genomics in the social and political sciences also broadens the body of knowledge already available and creates new research directions.

Finally, because of its synthetic approach, analytical methods, and complex data analysis, it has potential significance for the business and corporate sectors.

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